



## **TOURISM INDUSTRY PERFORMANCE MONITOR**

**OCTOBER TO DECEMBER 2008**

**'DESTINATION WORCESTERSHIRE'**

PREPARED BY THE  
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## Executive Summary & Results

Welcome to the latest edition of the Worcestershire Tourism Industry Performance Monitor.

The industry performance monitor is a quarterly survey designed to take a snapshot of the local tourism industry's performance in very general terms, and to monitor how tourism businesses are feeling about current and future business.

Since Destination Worcestershire has been collecting this information for some time it is possible to compare data with previous surveys and previous years and therefore to identify trends in local tourism business.

If you find the following information useful, but you have not participated in providing it, and are a Worcestershire based tourism business, please do take part in future surveys as the larger the number of contributors the more reliable the results will be.

Input to the Industry Performance Monitor is by an on-line survey sent to members of 'Destination Worcestershire'.

This report covers the period October to December 2008.

The survey was sent to 363 Destination Member Businesses. 35 businesses completed the survey at a response rate of 10%.

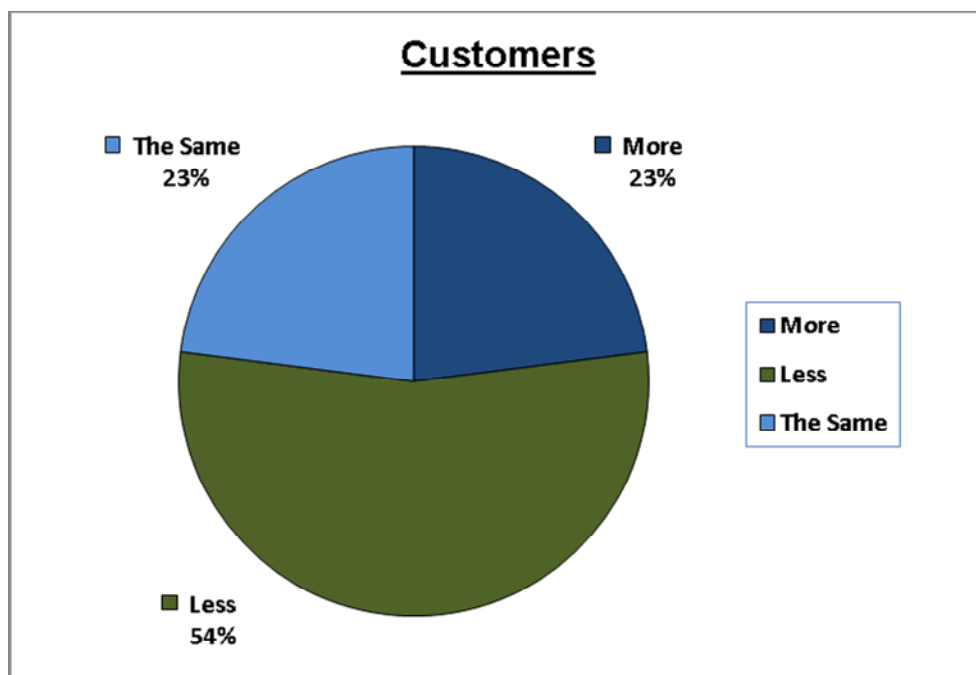
There were 8 questions in total and the results *which are based on the 10% of respondents* who took part are below:

- ❖ From the period October to December 2008 –

23% of the businesses surveyed have had *more* customers as in the same period in 2007. (This percentage is lower than the previous survey of 30%).

54% have had *less* customers as in the same period in 2007. (This figure has increased compared to the last survey which was 51%).

23% have had the *same* numbers of customers as in the same period in 2007.



- ❖ The table below gives the results for the number of customers by the 'Type of Business' for the period October to December 2008 compared with the same period in 2007.

*The data is based on those who replied to the survey. Hence it is based on the 10% of members who replied.*

There is a trend for 'less' customers compared to the same period last year.

Attractions have had 43% *less* customers; Guest House/B&B 56%; Hotels have had 50% *less* customers and Self-catering 80% *less* customers.

<b>CUSTOMERS - MORE, LESS OR ABOUT THE SAME NUMBER OF CUSTOMERS AS IN THE SAME PERIOD 2007.</b>			
<b>TYPE OF BUSINESS</b>	<b>MORE</b>	<b>LESS</b>	<b>THE SAME</b>
<b>Attractions</b>	<b>29%</b>	<b>43%</b>	<b>28%</b>
<b>Guest House/B&amp;B</b>	<b>22%</b>	<b>56%</b>	<b>22%</b>
<b>Hotels</b>	<b>50%</b>	<b>50%</b>	<b>0%</b>
<b>Self-Catering</b>	<b>0%</b>	<b>80%</b>	<b>20%</b>
<b>Camping &amp; Caravanning</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Food &amp; Drink</b>	<b>50%</b>	<b>0%</b>	<b>50%</b>
<b>Other</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>

- ❖ Comparing the period October to December 2008 with October to December 2007 *the respondents who replied to the survey* were asked how each of the following had changed - leisure customers, business customers, UK customers, overseas customers, marketing spend, discounting, turnover, costs, staffing levels.

The table of results can be viewed below:

<u>CHANGES COMPARING OCTOBER TO DECEMBER 2008 WITH OCTOBER TO DECEMBER 2007</u>				
	INCREASED	NO CHANGE	DECREASED	N/A
Leisure Customers	16%	25%	59%	0%
Business Customers	16%	34%	31%	19%
UK Customers	18%	27%	49%	6%
Overseas Customers	19%	38%	31%	12%
Marketing Spend	21%	45%	15%	19%
Discounting	12%	53%	6%	29%
Turnover	30%	18%	48%	4%
Costs	61%	24%	9%	6%
Staffing Levels	3%	65%	16%	16%

- ❖ A high percentage had an *increase* in costs at 61%.  
59% have had a *decrease* in 'Leisure Customers' and 49% have had a *decrease* in 'UK Customers'.
- 48% have had a *decrease* in turnover and 30% have had an *increase* in turnover.
- 65% have had *no change* in 'Staffing Levels' and 16% have had a *decrease* in 'Staffing Levels'.
- ❖ The next table gives the results for the changes in 'UK Customers' and the change in 'Costs', for the different 'Industry

'Destination Worcestershire' Tourism Industry Performance Monitor Survey  
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Types', comparing the period October to December 2008 with October to December 2007.



<b>CHANGES COMPARING OCTOBER TO DECEMBER 2008 WITH OCTOBER TO DECEMBER 2007</b>				
	<b>INCREASED</b>	<b>NO CHANGE</b>	<b>DECREASED</b>	<b>N/A</b>
<b>ATTRACTION</b>				
UK Customers	13%	25%	50%	12%
Costs	38%	50%	0%	12%
<b>GUEST HOUSE/B&amp;B</b>				
UK Customers	22%	22%	56%	0%
Costs	67%	22%	11%	0%
<b>HOTEL</b>				
UK Customers	0%	50%	50%	0%
Costs	50%	0%	50%	0%
<b>SELF CATERING</b>				
UK Customers	0%	33%	67%	0%
Costs	50%	33%	0%	17%
<b>CAMPING &amp; CARAVANNING</b>				
UK Customers	0%	0%	0%	0%
Costs	0%	0%	0%	0%
<b>FOOD &amp; DRINK ESTABLISHMENT</b>				
UK Customers	75%	0%	25%	0%
Costs	75%	0%	25%	0%
<b>OTHER</b>				
UK Customers	0%	50%	25%	25%
Costs	100%	0%	0%	0%

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There is a high trend for 'Increases in Costs' for all different business types who responded.

There is a trend for a 'decrease' in the number of UK customers.

- ❖ The next Table gives the results of 'expected trends' regarding turnover, costs and volume for the next three months compared with the same period in 2007.

Expected 'Turnover' is 30% *increase*, 15% *no change* and 55% *decrease*.

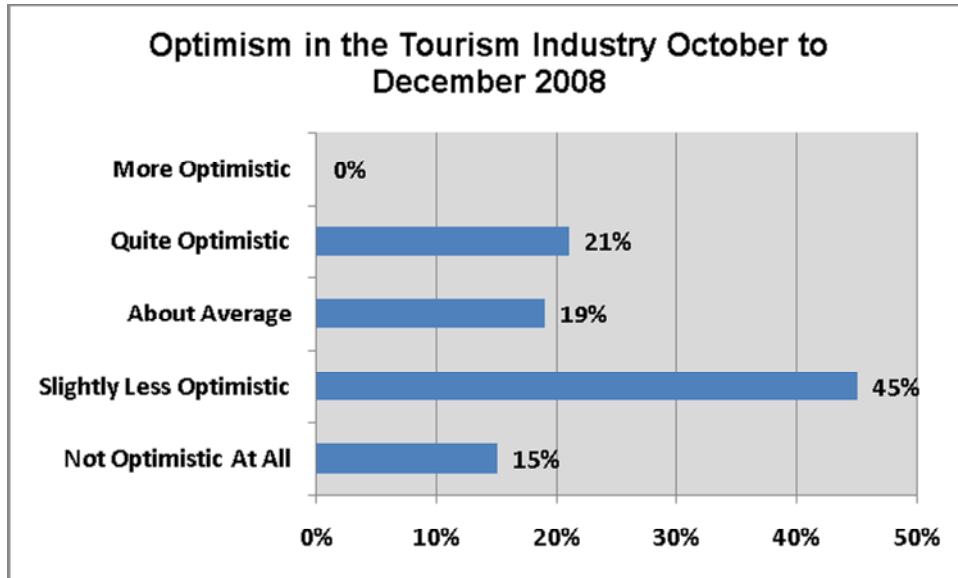
Expected 'costs' are an *increase* at 61%.

Expected 'Volume' at 27% *increase*, 18% *no change* and 55% *decrease*.

<u>EXPECTED TRENDS FOR THE NEXT THREE MONTHS COMPARED WITH SAME PERIOD IN 2007</u>			
	INCREASE	NO CHANGE	DECREASE
Turnover	30%	15%	55%
Costs	61%	24%	15%
Volume	27%	18%	55%

- ❖ The main external factors affecting demand for tourism are the '*weather*' and '*credit crunch/economic downturn*'. (28 people responded to this question).
- ❖ When asked if there is anything in their specific area that is likely to affect business over the next quarter, the following were some of the main responses - '*economy/recession*'; '*weather*'; and '*loss of jobs*'. (28 people responded to this question).

- ❖ 0% of the businesses who responded to the survey are *more optimistic* about the tourism industry in general compared with the same time last year, 21% *quite optimistic*, 19% *about average*, 45% *slightly less optimistic* and 15% *not optimistic at all*.



- ❖ The below table gives business performance (turnover, costs, volume) over the period October to December 2008 compared to the same period in 2007.

<u>BUSINESS PERFORMANCE OCTOBER TO DECEMBER 2008 COMPARED TO THE SAME PERIOD IN 2007</u>			
	INCREASE	NO CHANGE	DECREASE
Turnover	27%	24%	49%
Costs	62%	28%	10%
Volume	24%	24%	52%

- ❖ The type of businesses who responded to this survey are – 27% Guest House/B&B, 24% Attraction, 18% Self Catering, 13% Food and Drink Establishment 12% Other, 6% Hotel.

